

Memorandum

TO: COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE

SUBJECT: MEXICAN HERITAGE PLAZA
TRANSITION PROGRESS REPORT

FROM: Peter Jensen
Kim Walesh

DATE: February 6, 2008

Approved

Date

2/10/09

COUNCIL DISTRICT: District 5

RECOMMENDATION

Accept the staff report updating the CED Committee on the transition plan for the Mexican Heritage Plaza (MHP).

BACKGROUND

At the December 22, 2008 Community and Economic Development (CED) Committee meeting, staff reported on the ten members selected to the Mexican Heritage Plaza Steering Committee by four selecting groups: the Interim Membership-based Advisory Committee, the Neighborhood Action Coalitions of Mayfair and Gateway East and the Arts Commission. The three remaining Steering Committee members were to be selected by the City Council in January 2009. To facilitate this selection, the Mayor and Councilmembers Campos and Pyle released a memorandum requesting that Councilmembers review the remaining nominees and make three recommendations to the Mayor's office for selections to the Steering Committee. Included in the memorandum was a matrix listing the experience and perspective of the ten selected Steering Committee members and biographies for the remaining nominees. Councilmembers were asked to consider which categories of experience, interest and perspective would need to be strengthened in the Steering Committee's final composition and make three recommendations to the Mayor's Office from the pool of remaining nominees. On January 9, the Mayor, in collaboration with Councilmembers Campos and Pyle, released a memorandum recommending the final selections for approval.

During the December 22, 2008 CED Committee meeting, staff also reported on the status of the Letter of Interest Request for potential facilitators of the business planning process. The Letter of Interest Request was circulated to a list of consultants/facilitators with expertise in cultural arts programming and group facilitation.

ANALYSIS

On January 27, Council unanimously approved the recommendation of the three final selections to the MHP Steering Committee. Those selected were:

- **Roy Hirabayashi**, executive director San Jose Taiko
Mr. Hirabayashi has 35 years of experience as a founding member of San Jose Taiko, a San Jose based multicultural arts organization. Mr. Hirabayashi offers perspectives on the performing arts, mid-size arts organizations and multicultural arts. He has served in leadership positions of various multicultural community and arts initiatives including 1stACT Silicon Valley, First Voice, Artsopolis, Japanese Community Congress of San Jose and the American Leadership Forum Silicon Valley.
- **Connie Martinez**, managing director and CEO of 1stACT Silicon Valley
Ms. Martinez is the director of 1stACT, a network of cross-sector leaders who care about the cultural and aesthetic quality of life in Silicon Valley. 1stACT inspires these leaders to act through four urban design and creative community initiatives. Ms. Martinez has held several leadership positions within the community including Executive Director of Children's Discovery Museum of San Jose, Director of Strategic Initiatives for University of California Santa Cruz, and Vice President for Joint Venture: Silicon Valley Network.
- **Olivia Mendiola**, CEO Mexican American Community Services Agency (MACSA)
Ms. Mendiola has dedicated her life to non-profit work serving the Latino community and envisioning programs that meet the unique needs of low income families. MACSA is located within a mile of the Plaza, offering comprehensive community services focused on youth development, education, gang prevention/intervention, senior programs and affordable housing development. She is an active member of the Council of Non-Profits, the Commission on the Status of Women and the Latina Coalition of Silicon Valley. Ms. Mendiola's leadership and innovative programs have been recognized at both a national and state level.

A complete list of all Steering Committee members and their respective selection groups is attached.

The facilitator recruitment, led by the Hispanic Foundation of Silicon Valley in cooperation with City staff, provided responses from three consultants. A selection process to choose the facilitator is currently underway and is expected to be completed by the end of February with a goal to convene the first meeting of the Steering Committee in early March. Simultaneous to these efforts, the Hispanic Foundation has initiated a fundraising campaign focused on generated funding to support the engagement of the facilitator.

Although the selection process for both the full Steering Committee and the facilitator has extended beyond the originally anticipated timeline, staff believes it is still feasible for the business planning process to be completed by the end of 2009. It is important to note, however, that a key component to making this target date is the ability of the Hispanic Foundation to raise sufficient funds to support the Steering Committee facilitation efforts.

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EVALUATION AND FOLLOW-UP

Informational reports regarding all aspects of MHP, as well as recommendations at needed decision points will be provided to the CED Committee and full Council as appropriate. The next scheduled update for the Committee will be in April 2009, and will include updates on the facilitator selection and the initial meetings of the Steering Committee.

PUBLIC OUTREACH/INTEREST

The final composition of the Mexican Heritage Plaza Steering Committee was posted on the website following the Council's decision. The list of Steering Committee members and their bios are displayed on the website, along with a description of the next steps in the process. All meetings of the Steering Committee will be open to the public and publicly noticed. The website will continue to provide:


- Announcements for upcoming meetings of the Steering Committee
- On-line form to pledge membership to MHP
- Information on community meetings, consultant reports and Council and Committee meetings that have been completed to date regarding MHP
- Contact information to direct questions or comments regarding MHP and the business planning process.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office.

CEQA

Not applicable.



Peter Jensen
Director, General Services



Kim Walesh
Chief Strategist

For questions please contact Peter Jensen, General Services Director, (408) 975-7290.

MHP 13-member Steering Committee
Respective selecting group, name and short biography

Interim Membership-Based Advisory Committee selection

30 volunteer hours pledge

- **Linda Snook**, director of the San Jose office of Anewamerica
Anewamerica promotes the long-term economic empowerment of new Americans – citizens, immigrants, and refugees – and encourages their full participation in political, social, and cultural activities. Ms. Snook formerly served as the volunteer coordinator at the Plaza, and is a current member of the Greater Hispanic Chamber of Commerce Board of Directors, the San Jose Job Corps advisory board, and the Story Road Business Association, among others.
- **Carlos Perez**, artist and principal of ArtOrigin
Mr. Perez has been involved in the Plaza since its inception as an artist and volunteer. He designed the logo for the Plaza used by the Mexican Heritage Corporation, and created a large scale mural at the Plaza, "The Artistic Mestizaje."

\$100 pledge

- **Chris Esparza**, principal of Giant Creative Services
Mr. Esparza's agency is focused on marketing, event design, development and performing arts resources. He is a current Arts Commissioner, and has been involved in many civic activities, including the Working Partnerships Leadership Institute, the 1st ACT Catalyst Group, the Campus Community Association, South Bay Live (a live music advocacy group), and the Downtown San Jose Hospitality Zone assessment effort.
- **Maria de la Rosa**
Ms. de la Rosa is a former Artistic Director of Los Lupeños de San José. As a fully credentialed teacher, she has taught for seven years in secondary schools in Santa Clara County. She worked for the Mexican Heritage Corporation from 2001 to 2008.

\$1,000 pledge

- **Alcario Castellano**, vice president of the Castellano Family Foundation
Mr. Castellano and his wife, Carmen, co-founded the Castellano Family Foundation in December 2001, which is dedicated to the cultivation and enrichment of Latino family values through support of organizations promoting the arts, Latino culture, Latino leadership, and the educational pursuits of Latino students. Mr. Castellano has been involved with the Mexican Heritage Plaza beginning with public planning meetings to discuss its establishment, and has been a regular sponsor and promoter of activities at the Plaza.
- **Manuel Fimbres**, retired San Jose State University Professor
Mr. Fimbres taught for 30 years at San Jose State University, during which time he founded the Social Work program and served as President of the Faculty for 3 years. Mr. Fimbres has served as the Associate Director of both the Community Planning Council and the Social Planning Council of Santa Clara County. He has also held several positions on the Board of Directors of Catholic Charities of Santa Clara County including that of Treasurer and President. Mr. Fimbres is a current member of the National

Association of Social Workers and was the first Chicano President of the California Chapter.

Mayfair Neighborhood Action Coalition selection

- **Guadalupe Gonzalez**, Mayfair community member
Ms. Gonzalez has been the Chair of the Mayfair NAC since 2005. Previously, she served as the Chair of the Mayfair Improvement Initiative from 1999-2003. Ms. Gonzalez is an active member of the community, serving in leadership positions in San Jose public schools and as a member of the City of San Jose project advisory committee. She has been an employee of the Santa Clara County Office of Education for 14 years, working with special needs children.

Gateway East Neighborhood Action Coalition selection

- **Alfredo "Danny" Garza**, Gateway East community member
Mr. Garza is the Chairman of the San Jose chapter of the Mexican-American Political Association and Director at Large of the Plata Arroyo Neighborhood Association. In addition to Mr. Garza's community participation, he is an ironworker by trade and was a member of the construction team that built the Plaza.

Arts Commission selections

- **Moy Eng**, Hewlett Foundation program director
Ms. Eng is the Program Director of the Performing Arts Program at the Hewlett Foundation. Ms. Eng has 20 years of experience in the nonprofit sector, working in arts and culture, human rights and environmental issues. She has served on a number of national committees including serving as the Co-chair of the 2007 Arts Education conference, a collaboration between Grantmakers for Education and for the Arts. Ms. Eng has also taught at the university-level and lectured at numerous national, regional and state conferences on grantmaking, organizational development and fundraising.
- **Erin Goodwin-Guerrero**, artist
Ms. Goodwin-Guerrero is an accomplished local artist and retired professor from the School of Art and Design at San Jose State University. Ms. Goodwin-Guerrero's work is greatly influenced by Mexican culture and has been exhibited in various Mexican cities and throughout California. She has been the recipient of a number of grants to curate exhibitions, develop portfolios, and research in the Bay Area and Mexico.

City Council selections

- **Roy Hirabayashi**, executive director San Jose Taiko
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